

ORDER

KSNV

Orders
Order / Rev: 106121
Alt Order #: 06848655
Product Desc: BERKLEY FOR SENATE
Estimate: 30S
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 08/30/12 / 09/06/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency
Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Berkley, Shelley for Senate *Revised*
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:05:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/10/12	70	\$35,900.00	\$30,515.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	70	\$35,900.00	\$30,515.00	0.00
Totals	70	\$35,900.00	\$30,515.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	40%	\$35,900.00
Market	100%	\$89,750.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	25%	\$22,437.50
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	20%	\$17,950.00
KTUD	0%	\$0.00
KVVU	13%	\$11,667.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$1,795.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagner	AM	430a-5a	-TWT---	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWT---			4			\$200.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/04/12	09/07/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-TWT---	:30	4	\$200.00	1	0.00	NM	4	\$800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWT---					4	\$200.00		0.00			
E 2	KSNV	09/10/12	09/10/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$50.00		0.00			
E 3	KSNV	09/04/12	09/07/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	8	\$600.00	1	0.00	NM	8	\$4,800.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					8	\$600.00		0.00			
E 4	KSNV	09/10/12	09/10/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$125.00	3	0.00	NM	1	\$125.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$125.00		0.00			
E 5	KSNV	09/10/12	09/10/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$250.00	3	0.00	NM	2	\$500.00
WAKE UP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$250.00		0.00			
E 6	KSNV	09/04/12	09/07/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	4	\$1,500.00	1	0.00	NM	4	\$6,000.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$1,500.00		0.00			
E 7	KSNV	09/10/12	09/10/12	Today Show Today Show	CM	658a-9am	M-----	:30	2	\$350.00	3	0.00	NM	2	\$700.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$350.00		0.00			
E 8	KSNV	09/10/12	09/10/12	M-F Today Show II 3rd Hr M-F Today Show II	CM	9-10a	M-----	:30	1	\$125.00	3	0.00	NM	1	\$200.00
TODAY SHOW II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$125.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KSNV	09/10/12-09/16/12		M-F Today Show II 3rd Hr		9-10a	M-----	:30		(\$125.00)		0.00	NM		
See MG 8.2															
[NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	09/10/12-09/10/12		M-F Today Show II 3rd Hr		9-10a	M-----	:30		\$200.00		0.00	NM		
Ⓜ MG for 8.1 09/10															
[revised rate]															
E 10	KSNV	09/10/12	09/10/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$175.00		0.00			
E 11	KSNV	09/04/12	09/07/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$425.00	1	0.00	NM	4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$425.00		0.00			
E 12	KSNV	09/04/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			

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E 12	KSNV	09/04/12	09/07/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.00	1	0.00	NM	4	\$1,300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$325.00		0.00			
E 13	KSNV	09/10/12	09/10/12	The Agenda 1230pm The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$100.00	3	0.00	NM	1	\$100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$100.00		0.00			
E 14	KSNV	09/04/12	09/07/12	Dr. Phil Dr Phil	CM	3-4p	-TWTF--	:30	4	\$450.00	1	0.00	NM	4	\$1,800.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-TWTF--					4	\$450.00		0.00			
E 15	KSNV	09/10/12	09/10/12	Dr. Phil Dr Phil	CM	3-4p	M-----	:30	1	\$225.00	3	0.00	NM	1	\$225.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$225.00		0.00			
E 16	KSNV	09/10/12	09/10/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$300.00		0.00			
E 17	KSNV	09/04/12	09/07/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour)	CM	4-5pm (4:30 PM-5:00 PM)	-T-TF--	:30	3	\$700.00	1	0.00	NM	3	\$2,100.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-TF--					3	\$700.00		0.00			
E 18	KSNV	09/10/12	09/10/12	M-F Early News M-F Early News	CM	5-630p	M-----	:30	2	\$375.00	3	0.00	NM	2	\$750.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					2	\$375.00		0.00			
E 19	KSNV	09/04/12	09/07/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	-T-TF--	:30	3	\$1,200.00	1	0.00	NM	3	\$3,600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-T-TF--					3	\$1,200.00		0.00			
E 20	KSNV	09/09/12	09/09/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	-----S					1	\$600.00		0.00			
E 21	KSNV	09/10/12	09/10/12	M-F Jeopardy M-F Jeopardy	CM	630-7pm	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$375.00		0.00			
E 22	KSNV	09/10/12	09/10/12	M-F Wheel M-F Wheel of Fortune	CM	7-730pm	M-----	:30	1	\$375.00	3	0.00	NM	1	\$375.00
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	M-----					1	\$375.00		0.00			
E 23	KSNV	09/07/12	09/07/12	Face to Face w/ Ralston Face to Face w/ J. Ralston	CM	730-758pm	----F--	:30	1	\$1,000.00	1	0.00	NM	1	\$1,000.00
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/03/12	09/09/12	----F--					1	\$1,000.00		0.00			
E 24	KSNV	09/10/12	09/10/12		CM	730-758pm	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00

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KSNV

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FACE TO FACE Face to Face w/ Ralston Face to Face w/ J.Ralston FACE TO FACE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$200.00 0.00															
E 25	KSNV	09/08/12	09/08/12	Weekend Jeopardy/Wheel WKND Jeop/Wheel	CM	630-730pm	-----S-	:30	2	\$225.003		0.00	NM	2	\$450.00
JEOPARDY/WHEEL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S- 2 \$225.00 0.00															
E 26	KSNV	09/08/12	09/08/12	Vegas Inc. Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
VEGAS INC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S- 1 \$150.00 0.00															
E 27	KSNV	09/04/12	09/07/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$1,100.001		0.00	NM	4	\$4,400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -TWTF-- 4 \$1,100.00 0.00															
E 28	KSNV	09/10/12	09/10/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$400.003		0.00	NM	1	\$400.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$400.00 0.00															
E 29	KSNV	09/10/12	09/10/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	1	\$175.003		0.00	NM	1	\$175.00
TONIGHT SHOW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/10/12 09/16/12 M----- 1 \$175.00 0.00															
E 30	KSNV	09/08/12	09/09/12	Sa-Su News 3 at Eleven Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003		0.00	NM	2	\$800.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----SS 2 \$400.00 0.00															
E 31	KSNV	09/08/12	09/08/12	News 3 Sunrise - SATUR News 3 Sunrise SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.003		0.00	NM	1	\$150.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S- 1 \$150.00 0.00															
E 32	KSNV	09/08/12	09/08/12	Saturday Today Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003		0.00	NM	2	\$450.00
SAT TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S- 2 \$225.00 0.00															
E 34	KSNV	09/08/12	09/08/12	Saturday Night Live Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003		0.00	NM	1	\$550.00
SNL <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S- 1 \$550.00 0.00															
E 35	KSNV	09/09/12	09/09/12	Sunday Today Sunday Today	CM	7a-8am	-----S	:30	1	\$200.003		0.00	NM	1	\$200.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S 1 \$200.00 0.00															
E 36	KSNV	09/09/12	09/09/12	News 3 Today Wknd News 3 Today	CM	9a-930am	-----S	:30	1	\$175.003		0.00	NM	1	\$175.00
NEWS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 09/03/12 09/09/12 -----S 1 \$175.00 0.00															
N 37	KSNV	09/08/12	09/08/12		CM	5pm-630pm	-----S-	:30	1	\$225.003		0.00	NM	1	\$225.00

KSNV

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				Sa-Su Early News											
				Sa-Su Early News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/03/12	09/09/12	-----S-		1				\$225.00		0.00			
													Totals	70	\$35,900.00